

NO: **R083**

COUNCIL DATE: **MAY 12, 2014**

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **April 28, 2014**
FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
SUBJECT: **Proposed Nelson Mandela Day Activities** XC: **8200-01**

RECOMMENDATION

The Parks, Recreation and Culture Department recommend that Council support the Nelson Mandela Day activities as generally described in this report.

INTENT

The purpose of this report is to seek Council support to engage the community and City of Surrey staff in activities that celebrate Nelson Mandela Day and the positive messages associated with the day. The overarching objective of the day is to inspire individuals to take action to help change the world and our community for the better.

BACKGROUND

At the December 16th, 2013 Regular Council meeting, Council requested that staff explore options to engage the community in activities related to Nelson Mandela Day and report back to Council with recommendations.

The Nelson Mandela website www.MandelaDay.com outlines the following explanation as to “What is Mandela Day?”

“The late Mr. Nelson Mandela followed three rules throughout his life, which he did at great personal sacrifice: 1. Free yourself, 2. Free others, and 3. Serve everyday – it was not just his mantra, it was his way of life.

If the legacy of his life and work is to be dynamic, it must be “owned” by current and future generations. It must be accessible to everyone, and applied in constantly changing contexts of time and place.

The Mandela Day campaign was inaugurated as such a vehicle to achieve this. The message behind this campaign is simple – that each individual has the ability and responsibility to impact positive change every day.

Its objective is to inspire individuals to take action to help change the world for the better, and in doing so, to build a global movement for good. Ultimately it seeks to empower communities everywhere. The Mandela Day organization hopes that individuals and organizations will find inspiration for their contribution in the legacy of Nelson Mandela and to adhere to the ethical framework of “service to one’s fellow human” every day.”

The late Mr. Mandela gave 67 years of his life to the struggle for social justice. The themes in the proposed activities for Mandela Day encourage people to spare 67 minutes of their lives to support charity or serve their local community. The Mandela Day website features various ideas for individuals to get involved to complete 67 minutes of taking action to make local communities a better place. There is a recommended list of 67 ideas for activities which include everything from volunteering at the animal shelter, to street clean-ups, food drives, reading to the elderly and much more.

DISCUSSION

The Parks Recreation and Culture Department is recommending that we create a web presence on Surrey.ca that highlights the key messaging from the MandelaDay.com website. The website would enable Surrey residents to enter data to record their 67 minutes of volunteer activities performed in recognition of Nelson Mandela Day. We anticipate launching this site prior to Nelson Mandela Day to create an awareness and education about opportunities prior to July 18th.

A proclamation for Nelson Mandela Day could be brought forward at a Regular Council Meeting for Council adoption. The proclamation would form a component of the marketing and communication plan related to promoting the 67 minutes of volunteer service in the community and general awareness of the Day.

City staff could also be involved in the coordination of the Rotary's Rec for Kids gear drive to collect enough sporting equipment and gear to outfit 67 children from Surrey staff and the community for donation to the Rec for Kids program on July 18th. The Rotary Rec for Kids program is designed to assist children in need to get the sports equipment they require to be active and healthy. REC stands for Recycle Equipment and Cycles. Donations of slightly used equipment and cycles are refurbished and distributed to children in Surrey. The Rec for Kids van could be located on the City Centre Plaza on July 18th to assist in promoting their program.

Parks, Recreation and Culture Volunteer Services will create an outline of potential volunteer opportunities available within the City of Surrey to encourage residents and staff to volunteer in the community.

SUSTAINABILITY CONSIDERATIONS

Participating in the Nelson Mandela Day activities in 2014 will assist in achieving the objectives of the City's Sustainability Charter; specifically action items:

- SC12 by encouraging and facilitating volunteerism and participation in community activities by persons of all ages, abilities and cultural communities;
- SC4 by encouraging cultural awareness in the community;
- SC5 by providing ethnic and culturally appropriate services, opportunities and programs;
- SC10 by educating the public about the City's cultural diversity; and
- SC12 by facilitating volunteerism.

s
CONCLUSION

Based on the above discussion, it is recommended that Council approve the Nelson Mandela Day activities as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

\\file-server3\annex\park-rec\wpcentre\corprpts\2014\nelson mandela day.docx
DCV 5/6/14 5:03 PM